

ORDER



Orders
Order / Rev: 356304
Alt Order #: 06853333
Product Desc: BARACK OBAMA
Estimate: 1798
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: GMMB
Buying Contact:
Billing Contact:
 3050 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PL Presidential
Priority: P-05
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/24/12 | 33 | \$30,050.00 | \$25,542.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 33 | \$30,050.00 | \$25,542.50 | 0.00 |
| Totals | 33 | \$30,050.00 | \$25,542.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Anjanette Brady | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|------------------|-------|--------------|
| KTNV - Las Vegas | 21% | \$30,050.00 |
| Market | 100% | \$143,095.24 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KELV | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KHDF | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 23% | \$32,911.90 |
| KLVS | 0% | \$0.00 |
| KMCC | 0% | \$0.00 |
| KSNV | 22% | \$31,480.95 |
| KTUD | 1% | \$1,430.95 |
| KVMY | 7% | \$10,016.67 |
| KVVU | 22% | \$31,480.95 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|--------------------------|-------|----------------|----------|-----|-------|----------|------|------|------|-------|----------|
| E 1 | KTNV | 09/19/12 | 09/21/12 | M-F 5-6am Action News | CM | M-F 5-6a | -- WTF-- | :30 | 1 | \$125.00 | P-05 | 0.00 | NM | 1 | \$125.00 |

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Advertiser: Obama for America
Product Desc: BARACK OBAMA
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KTNV - Las Vegas

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|--|-------|---|-----|-------------|------------|---------------|------|------|-------|------------|
| E 13 | KTNV | 09/18/12 | 09/18/12 | Tue ABC Prime C PRIVATE PRACTICE | CM | PRIVATE PRACTICE T----- | :30 | 1 | \$1,500.00 | P-05 | 0.00 | NM | 1 | \$1,500.00 |
| PRIVATE PRACTICE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -T----- | | 1 | | \$1,500.00 | | 0.00 | | | | |
| E 14 | KTNV | 09/19/12 | 09/19/12 | Wed ABC Prime B MODERN FAMILY | CM | MODERN FAMILY--W---- (9:00 PM-9:30 PM) | :30 | 1 | \$4,500.00 | P-05 | 0.00 | NM | 1 | \$4,500.00 |
| MODERN FAMILY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --W---- | | 1 | | \$4,500.00 | | 0.00 | | | | |
| E 15 | KTNV | 09/20/12 | 09/20/12 | Thu ABC Prime B GREY'S ANATOMY | CM | GREY'S ANATOMY---T--- | :30 | 1 | \$2,000.00 | P-05 | 0.00 | NM | 1 | \$2,000.00 |
| GREY'S ANATOMY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ---T--- | | 1 | | \$2,000.00 | | 0.00 | | | | |
| E 16 | KTNV | 09/20/12 | 09/20/12 | Thu ABC Prime C ROOKIE BLUE | CM | ROOKIE BLUE---T--- | :30 | 1 | \$1,500.00 | P-05 | 0.00 | NM | 1 | \$1,500.00 |
| ROOKIE BLUE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ---T--- | | 1 | | \$1,500.00 | | 0.00 | | | | |
| E 17 | KTNV | 09/21/12 | 09/21/12 | Fri ABC Prime B PRIMETIME | CM | PRIMETIME wwd----F-- | :30 | 1 | \$1,250.00 | P-05 | 0.00 | NM | 1 | \$1,250.00 |
| PRIMETIME | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ----F-- | | 1 | | \$1,250.00 | | 0.00 | | | | |
| E 18 | KTNV | 09/22/12 | 09/22/12 | College Football Primetime College Football Primetime | CM | 4p-830p-----S- (5:00 PM-8:30 PM) | :30 | 1 | \$1,250.00 | P-05 | 0.00 | NM | 1 | \$1,250.00 |
| SATURDAY NIGHT FOOTBALL | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S- | | 1 | | \$1,250.00 | | 0.00 | | | | |
| E 19 | KTNV | 09/23/12 | 09/23/12 | Sun ABC Prime C REVENGE | CM | REVENGE-----S | :30 | 1 | \$2,500.00 | P-05 | 0.00 | NM | 1 | \$2,500.00 |
| REVENGE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | 1 | | \$2,500.00 | | 0.00 | | | | |
| E 20 | KTNV | 09/19/12 | 09/21/12 | M-F 11:35-12:05a Nightline | CM | M-F 11:35-12:05a--WTF-- | :30 | 1 | \$400.00 | P-05 | 0.00 | NM | 1 | \$400.00 |
| NIGHTLINE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | 1 | | \$400.00 | | 0.00 | | | | |
| E 21 | KTNV | 09/19/12 | 09/21/12 | M-F 12:05-1:05a Jimmy Kimmel | CM | M-F 12:05-1:05a--WTF-- | :30 | 3 | \$100.00 | P-05 | 0.00 | NM | 3 | \$300.00 |
| JIMMY KIMMEL | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | 3 | | \$100.00 | | 0.00 | | | | |
| E 22 | KTNV | 09/24/12 | 09/24/12 | M-F 5-6am Action News | CM | M-F 5-6aM----- | :30 | 1 | \$125.00 | P-05 | 0.00 | NM | 1 | \$125.00 |
| 5AM NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | M----- | | 1 | | \$125.00 | | 0.00 | | | | |
| E 23 | KTNV | 09/24/12 | 09/24/12 | M-F 6-7am Action News | CM | M-F 6-7aM----- | :30 | 1 | \$225.00 | P-05 | 0.00 | NM | 1 | \$225.00 |
| 6AM NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | M----- | | 1 | | \$225.00 | | 0.00 | | | | |
| E 24 | KTNV | 09/24/12 | 09/24/12 | M-F 7-9a Good Morning America | CM | M-F 7-9aM----- | :30 | 1 | \$225.00 | P-05 | 0.00 | NM | 1 | \$225.00 |
| GOOD MORNING AMERICA | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | M----- | | 1 | | \$225.00 | | 0.00 | | | | |
| E 25 | KTNV | 09/24/12 | 09/24/12 | | CM | M-F 11-12pM----- | :30 | 1 | \$200.00 | P-05 | 0.00 | NM | 1 | \$200.00 |

| | |
|---------------|---------------------|
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| Flight Dates: | 09/18/12 - 09/24/12 |

| | |
|---------------|-------------------|
| Advertiser: | Obama for America |
| Product Desc: | BARACK OBAMA |
| Estimate: | 1798 |

KTNV - Las Vegas

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------|-------|-------------------|------------|-----|-------|-------------|------|---------------|--------|-------|-------------|
| | | | | M-F 11-12p | | | | | | | | | | | |
| | | | | Action News | | | | | | | | | | | |
| | | | | MIDDAY NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | M- - - - - | | 1 | | | | \$200.00 | | 0.00 | | | |
| E 26 | KTNV | 09/24/12 | 09/24/12 | M-F 6-7p | CM | M-F 6-7p | M- - - - - | :30 | 1 | \$450.00 | P-05 | 0.00 | NM | 1 | \$450.00 |
| | | | | Action News | | | | | | | | | | | |
| | | | | 6PM NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | M- - - - - | | 1 | | | | \$450.00 | | 0.00 | | | |
| E 27 | KTNV | 09/24/12 | 09/24/12 | M-F 11:35-12:05a | CM | M-F 11:35-12:05a | M- - - - - | :30 | 1 | \$400.00 | P-05 | 0.00 | NM | 1 | \$400.00 |
| | | | | Nightline | | | | | | | | | | | |
| | | | | NIGHTLINE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | M- - - - - | | 1 | | | | \$400.00 | | 0.00 | | | |
| E 28 | KTNV | 09/24/12 | 09/24/12 | M-F 12:05-1:05a | CM | M-F 12:05-1:05a | M- - - - - | :30 | 1 | \$100.00 | P-05 | 0.00 | NM | 1 | \$100.00 |
| | | | | Jimmy Kimmel | | | | | | | | | | | |
| | | | | JIMMY KIMMEL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | M- - - - - | | 1 | | | | \$100.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 33 | \$30,050.00 |